

Sandals were the most common footwear in most early civilizations, however, a few early cultures had shoes. In Mesopotamia, (c. 1600-1200 BC) a type of soft shoes were worn by the mountain people who lived on the border of Iran. The soft shoe was made of wraparound leather, similar to a moccasin. As late as 1850 most shoes were made on absolutely straight lasts, there being no difference between the right and the left shoe.

Rubber Heel

The first rubber heel for shoes was patented on January 24, 1899 by Irish-American Humphrey O'Sullivan. O'Sullivan patented the rubber heel which outlasted the leather heel then in use.

[Elijah McCoy](#) invented an improvement to the rubber heel.

The first rubber soled shoes called plimsolls were developed and manufactured in the United States in the late 1800s. In 1892, nine small rubber manufacturing companies consolidated to form the U.S. Rubber Company. Among them was the Goodyear Metallic Rubber Shoe Company, organized in the 1840s in Naugatuck, Connecticut. This company was the first licensee of a new manufacturing process called vulcanization, discovered and patented by [Charles Goodyear](#). Vulcanization uses heat to meld rubber to cloth or other rubber components for a sturdier, more permanent bond.

On January 24, 1899, Humphrey O'Sullivan received the first patent for a rubber heel for shoes.

From 1892 to 1913, the rubber footwear divisions of U.S. Rubber were manufacturing their products under 30 different brand names. The company consolidated these brands under one name. When choosing a name, the initial favorite was Peds, from the Latin meaning foot, but someone else held that trademark. By 1916, the two final alternatives were Veds or Keds, with the stronger sounding Keds being the final choice.

Keds were first mass-marketed as canvas-top "sneakers" in 1917. These were the first sneakers. The word "sneaker" was coined by Henry Nelson McKinney, an advertising agent for N. W. Ayer & Son, because the rubber sole made the shoe stealthy or quiet, all other shoes, with the exception of moccasins, made noise when you walked. In 1979, the Stride Rite Corporation acquired the Keds brand.

(<http://inventors.about.com/od/sstartinventions/a/Shoes.htm> ↑)

Pumps, in their most classic form, are lightweight, strapless shoes with closed backs. Generally speaking, pumps have a seamless front upper that is cut closer to the toes than the top of the foot. They need no fastening or lacing, as the foot can be slipped into them easily, although some styles have buckles or laces as a design feature, rather than a necessity. Pumps can have any heels of any height.

History of Pumps (NEEDED- DATES FOR PUMPS)

Though the pump has been a staple in women's shoes for centuries, it was originally worn (without a heel) by men and servants in the 1500s - then they were called a "pompes."

Eventually, bows and other embellishments, as well as heels were added to pumps, making them more feminine than the flat, plain shoes from which they originated.

Classic Pumps and Beyond

Available in versions with next to no heel, as well as six inch stilettos and beyond, pumps today are ultimately feminine. Low-key, classic pumps signify taste and elegance ala **Jackie Kennedy** (.

Pumps can be worn with a variety of outfits, and can take a woman from a day at the office to a night on the town. Truly multi-purpose, pumps are equally at home at funerals or weddings.

With such versatility, it's easy to see how pumps became a classic.

(http://shoes.about.com/od/choosingtherightstyle/a/classic_pumps.htm)

1950's- Constant rounds to barbecues, cocktail parties, and other social events all required dressing up. Christian Dior's New Look influenced fashion, but so did the conservative elegance of Coco Chanel. Charles Jourdan introduced a new kind of shoe style, the stiletto heel, in 1951. As time went on the goal was for the slimmest possible heel, eliminating earlier "chunky" styles

Embellishments returned with a vengeance and shoes were made in a variety of shapes and material. Designers such as Roger Vivier worked to challenge the conventional ideas of silhouette and construction. The pump was the basic shoe, but its toes might be cut, the vamps curved or cut in enticing Vs, or the heels molded into a variety of shapes. Every color of the rainbow was used; shoes were intended to match an outfit perfectly.

Teenagers were once again the focal point. Films such as "Rebel without a Cause" were influential in how teenagers dressed. The Beatnik culture, inspired by authors such as Jack Kerouac, was in vogue. Leather, Levi's, and Converse sneakers helped create the look. Along with the famous poodle skirts and ponytails, saddle shoes, penny loafers, and colored sneakers were popular with teenaged bobby-soxers. Sandals, ballet slippers, and other casual footwear became increasingly fashionable, as pool parties and other casual outdoor activities became popular.

1960's- Shoes reflected the rampant experimentation with color, texture, shape, and style. Many matrons refused to give up their stilettos, but young people were gobbling up all the boots, sandals, and shoes that designers could throw at them. Everything from citrus-colored sandals to spacey, iridescently rainbow platforms to classic colonial or Edwardian-style pumps were in demand.

Go-go boots were popularized by Nancy Sinatra's song, "These Boots Were Made For Walking," and soon became a symbol of the 1960s. A white, flat-heeled version of the boot was first created by designer Andres Courreges. Other designers followed suit with boots in a variety of colors, materials, and styles.

1970's- Dressing to shock was popular, and the Punk and Glam movements took it to an extreme. Designers pushed the envelope by decorating shoes for adoring—and outrageous—customers such as Elton John, David Bowie, and Cher. Designers took platform shoes to new heights, building 7- to 8-inch stacked heels and covering them in rhinestones, sequins, and other adornments.

Movies and television shows such as *Charlie's Angels* were having an increasingly profound affect on fashion. Cultural icons such as Wonder Woman created a lust for interesting boots—often teamed with hot pants or short skirts. Boots might be shiny, textured, bejeweled, or covered with psychedelic or floral designs, but they were seldom boring.

Yet another segment was reacting to the economic depression and political crises of the 1970s, taking a conservative approach by wearing simple pumps, sandals, and boots. Still others went for the natural look, hoping the "back-to-nature" approach might cast some much-needed sunshine over an otherwise dreary outlook.

The media compensated by illuminating the romantic and beautiful. Historic revivals, covering many periods of history, continued. This trend, embraced by design houses such as Biba, Ossie Clark, and Yves St. Laurent, is apparent in the Edwardian-style court pumps, Roman-inspired sandals, and squared-off toe—reminiscent of the 1940s—of some mid-1970s garishly colored pumps.

Late in the decade, the film *Saturday Night Fever* propelled the disco movement into the mainstream, creating massive demand for strappy platform heels for women and platform loafers for men. The disco movement was short lived, but its effect was so far-reaching it became an indelible symbol of the decade.

The [Nike](#) brand debuted in 1972—the result of a fateful bit of ingenuity meeting a waffle iron. Bill Bowerman developed and refined the so-called 'waffle' sole which would evolve into the now-iconic Waffle Trainer in 1974. Running became a popular pastime, and running shoes were a functional necessity. The athletic craze was only just beginning.

1980's- Women began demanding an alternative to high heels. The image of a power-suited woman in athletic shoes rushing off to work is quintessential 80s. Quotes such as "It's harder to climb the ladder of success in high heels" were taken seriously. Some women began dressing in mannish simplicity while attempting to shatter the glass ceiling. Flats and low-heeled shoes in muted colors and classic styles were popular.

In contrast to the conservative business climate, the voice of color became louder in casual wear. There were no shy colors, be they primary or fluorescent. New Wave bands such as Culture Club featuring Boy George and mega stars such as Madonna and Michael Jackson encouraged in-your-face fashion.

Moccasins, espadrilles, and other sorts of native shoes were reinvented using these new color palettes. Jellies, made of molded plastic in a variety of colors, were also a huge fad. Even mens' shoes weren't safe, as bright-hued Converse All Stars and patterned Vans (popularized by the film, *Fast Times at Ridgemont High*) became popular.

1990's-Shoes are no longer confined to a handful of styles; they're available in every conceivable style and made for any occasion. We perform a variety of daily activities, all of which require different footwear. Boots, sneakers, pumps — and sneaker-pumps — mules, sandals, and flats. Heavy, whimsical, clunky, dainty — you name it, it's out there.

Companies such as Skechers, [Nike](#), and Birkenstock have been very successful at building brands and the accompanying loyal following. Advertising now emphasizes social and ecological values, or personal growth, just as often as the products themselves.

In the early 90s, grunge culture had a marked, albeit brief, effect on fashion. Men and women agreed that ripped jeans and plaid shirts looked great with Doc Martens. Athletic shoes gained in popularity. Perhaps too much so, considering the reports of gang violence related to sneakers. And the recent 70s revival has led to a new love for unwieldy, clunky, – and dare we say – ugly platform shoes. Fashion critics are suggesting that shoes may be the last bastion of personalization in an increasingly homogenous world.

This year brings yet another recycling of style. Flats, particularly the ballet-style reminiscent of Audrey Hepburn, in white and pastels are making their way to shoe stores everywhere. Designers are finding that consumers, at least those over the age of 16, aren't as willing to sacrifice comfort for fashion. A brief flirtation with the stiletto pump, beautiful as they were, fell flat a few years ago. Many of us say, "Thank goodness that's over!"

What will shoe fashion in the 21st Century be? Check back with us in 2099...

(http://www.centuryinshoes.com/decades/1990/1990_02.html)

Before the 1850's Shoes were made by a shoemaker working in a small shop with primitive hand tools. By the 1850's shoes would be manufactured in factories. All through the 19th and 20th centuries new shoe factories came and went. Each company had a new idea about shoes, from how they were made to what they looked like.

It all started when three Boulder, Colorado based founders decided to develop and market an innovative type of footwear called Crocs™ Shoes.

Originally, Crocs™ Shoes were intended as a boating/outdoor shoe because of its slip-resistant, non-marking sole. By 2003, Crocs™ Footwear had become a bona-fide phenomenon, universally accepted as an all purpose shoe for comfort and fashion.

From 2003-2004 Crocs, Inc. focused on accommodating their remarkable growth while maintaining control. They have expanded their product line, added warehouses and shipping programs for speedy assembly and delivery, hired a senior management team and acquired Foam Creations, Inc.

(<http://thehistoryofshoes.com/>)

Vans- 1966-Throughout the years, Vans main consumers were rockers, skaters and emo's but recently the Hip-Hop scene has drawn to the skate brand. The Pack, which is a hip hop group

based out of the Bay Area made a song called “Vans”, which is a highly controversial song in the sneaker community since The Pack puts down Jordan’s and Nike’s....

Air Jordans- 1985- **Air Jordans** are loved by many, probably the fact that Michael Jordan started his rookie season with a bang. Throughout the years you needed a pair of Air Jordans to be in [style](#), and was just apart of fashion. Michael Jordan and the Air Jordan line have dominated the NBA, and many opponents, but the Air Jordan XX3 may be the last pair.

Adidas-1949

Before Nelly made the song Air Force 1s, Run DMC was rockin their **Adidas**. They loved them so much in the 1980s they made a song called *My Adidas*. Run DMC had their own [style](#), no laces with the tongue sticking out. Most of the time you would see Run DMC in a fresh pair of “Superstars” or called “Shell Toes”. Even to this day, the Adidas Superstar is highly associated with the Hip Hop culture.

Today, the Adidas brand has three sub brands: The Adidas Originals- also known as the Heritage Line, Adidas Performance- Cutting edge products for top of the line athletes, and the Adidas Y-3- which is a [sports](#) and fashion collaboration with designer Yohji Yamamoto.

Puma- 1948 To be exact, Puma was established in 1948, and the first shoe to release was the Atom a soccer shoe. Not long after, athletes started wearing Puma’s in key events. In 1952 runner Josef Barthel wore Puma while he won a Olympic Gold Medal in the 1500 m. In 1956, the formstripe was introduced and since then, has been a Puma trademark.

It wasn’t till 1968 when **Puma** brought the now famous “Puma” aka Cat logo to the sneakers and that same year a controversial event took place. Tommie Smith, who won the Olympic Gold 200 m in Mexico was wearing a pair of Puma [running shoes](#). He then took stand barefoot with the Puma’s by his side. At this time, team mate John Carlos and Tommie Smith made the Black Power salute, because of the mistreatment of African Americans at the moment. Mr. Smith then left his pair of Puma’s for the world to see. Later, both Olympians were banned from the Olympics.

Other professional athletes to wear Puma are Diego Maradona, a professional soccer player and tennis superstar Boris Becker, which he had his own signature sneaker the “Puma Becker” and “Puma Becker Ace”, releasing in the 1980s. In 1968 the Puma Clyde released, which is a basketball shoe designed by Walter “Clyde” Frazier, which today is one of the more popular Puma’s.

Over the years, Puma has taken their models to the next level. In 1991 Puma designed what is called a disc system. The Puma did not have any laces, but a adjustable fit. In 1996 Puma released the “Cell” which it is said to be the first foam free midsole. From then on, Puma has incorporated them into new models. (<http://www.sneakerfiles.com/puma/>)

Under armor- 2006, **AND 1-** 1993 (<http://en.wikipedia.org/wiki/AND1>),

The 1950's witnessed another increase in the amount of leisure time available to families. The Baby Boom began and sneakers officially became the choice shoe for American youth as school dress codes relaxed. Hollywood officially sanctioned this fashion with a string of movies featuring actors in sneakers, including James Dean and his Converse Jack Purcells in West Side Story. Sales of sneakers soared to 600 million pairs a year in 1957, leading leather shoe manufacturers to issue ads claiming that sneakers were bad for children's feet and the sneaker manufacturers to respond with claims that sneakers cured the syndrome of "inhibited feet". Sneakers were imported from Japan in the early 60's, but accounted for only a small portion of the market until Nike founders Phil Knight and Bill Bowerman began importing Tiger shoes under the name Blue Ribbon Sports. Sneakers came into their own in the 70's as jogging became the new fashionable sport and created a need for a special shoe used just for the purpose of jogging. Technology created a need for exercise apart from work and the shoes to perform this exercise. Until this time, manufacturers had been concerned with high production, but now they began to focus on marketing shoes for a lifestyle purpose. Shoes for walking, running shoes, football shoes, basketball shoes-- every sport needed its own shoes- and then you needed another pair of sneakers for just casual wear. By the 80's, sneakers were everywhere. Woody Allen wore them to the ballet, Led Zeppelin wore them in their 1976 documentary, and Dustin Hoffman wore them while playing reporter Carl Bernstein in the movie All the President's Men. The shoes originally developed for sports became the mainstay for most people. Nike and Reebok were the market leaders while older brands Adidas and Converse were nearly in ruins. Newer companies came in and out of fashion and the industry began shelling out large amounts of money for sports endorsements. A major footnote in the Sneaker Era is the signing of basketball player Michael Jordan to a contract with Nike to produce and endorse his own signature line of shoes. Today, the Nike Swoosh and the Jordan Jumpman are icons and require no introduction.

Hip hop performers popularized several brands during the late 80's and soon stories began appearing in the news about children being shot for their sneakers. Shoe companies perfected their fashion and marketing skills by the 1990's. Sports endorsements grew larger and marketing budgets went through the roof. Sneakers became a statement and definition of identity and personality rather than humble athletic aids. It is interesting to note that during the period of time between the 1970's and the 1990's, sneakers suddenly became athletic shoes and major brands like Nike and Reebok divorced themselves and their products from the humble rubber and canvas sneakers and their history as technology advanced. The history of sneakers or athletic shoes as manufacturers would prefer them to be called became diversified at this point and is reflected best in the individual histories of the major brands

(<http://www.sneakerhead.com/shoe-history-p5.html>)

<http://zamzar.com/url/>